



City of Calistoga  
Planning Commission  
**Agenda Item Summary**

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<b>DATE</b>	June 12, 2019
<b>ITEM</b>	<b>Sign Permit Application</b>
<b>APPLICANT</b>	Susie's Bar
<b>ASSESSOR'S PARCEL NO.</b>	011-221-016
<b>ADDRESS</b>	1365 Lincoln Avenue
<b>GENERAL PLAN DESIGNATION</b>	Downtown Commercial
<b>ZONING DISTRICT</b>	DC: Downtown Commercial
<b>STAFF CONTACT</b>	Zach Tusinger, Senior Planner
<b>POTENTIAL CONFLICTS</b>	Commissioner Abernathy
<b>RECOMMENDATION</b>	Consider approving the design of the proposed signage for Susie's Bar, by motion.

**CALISTOGA PLANNING COMMISSION  
STAFF REPORT**

**To:** Calistoga Planning Commission  
**From:** Zach Tusinger, Senior Planner  
**Meeting Date:** June 12, 2019  
**Subject:** Sign Permit Application for Susie’s Bar at 1365 Lincoln Avenue

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**ITEM**

Consideration of a sign permit application for Susie’s Bar.

**BACKGROUND**

1 Susie’s Bar at 1365 Lincoln Avenue (APN 011-  
2 221-016) has applied for a sign permit to paint  
3 text and imagery on their newly installed awning  
4 over the main entrance on Lincoln Avenue.

5 Staff approved a sign permit on March 1, 2019  
6 for a new awning to replace the previous blue  
7 one. The new awning was to be charcoal gray. It  
8 was represented to staff that only the text  
9 “Susie’s Bar” would be printed or painted on it in  
10 white lettering.

11 On May 7, 2019, when the building permit for the  
12 awning was being finalized, staff became aware  
13 that additional artwork and signage beyond what  
14 had been approved was in the process of being

15 painted on the sign. Staff alerted Susie’s of the  
16 need for additional review and permitting for the  
17 signage/artwork and directed that the signage be  
18 covered up until that review process was  
19 completed.

20 Susie’s submitted a sign permit application for Planning Commission review on May 14,  
21 2019. The applicant has stated that the proposed design is the current logo for the  
22 business. The application states that the logo as painted on either side of the awning  
23 would be 36” tall by 42” wide.

**DISCUSSION**

Zoning Code

26 Review of this application is subject to Chapter 17.58, Signs and Advertising, of the  
27 Zoning Code. The purpose of this chapter is to:



*Signage as of May 7, 2019*

- 28 (A) provide standards for the regulation of signs in order to promote and protect  
29 the public health, safety and welfare;
- 30 (B) provide for signage that effectively presents a business name or message for  
31 public convenience, while also preserving and enhancing the scenic beauty of  
32 Calistoga as an economic asset; and
- 33 (C) prevent excessive and confusing signs which can result in visual clutter and  
34 increase hazards to pedestrians and motorists. (CMC 17.58.010)

35 The provisions contained in Chapter 17.58 are the minimum standards allowed and  
36 provide that it is “unlawful to place, paint or otherwise install on public or private  
37 property a sign that requires a permit without first obtaining approval from the City...”

38 Calistoga Municipal Code (CMC) Chapter 17.58.040(a)(1)(C) allows staff approval of a  
39 maximum of 3 business identification signs with an aggregate area of 32 square feet or  
40 1 square foot for each linear foot of business frontage on a public street, whichever is  
41 greater. Susie’s has approximately 5 feet of Lincoln Avenue frontage, therefore the  
42 maximum allowed area that may be approved is 32 square feet of signage.

43 Susie’s has a pre-existing projecting sign with neon lettering, the dimensions of which  
44 are approximately 6 feet by 1.5 feet. Combined with the newly- approved awning,  
45 Susie’s has significantly less than the maximum of 32 square feet of signage allowed by  
46 the code, and the total area of the proposed signage is not at issue.

47 Under CMC Section 17.58.060.A, the Planning and Building Director may refer any sign  
48 permit application to the Planning Commission for review. The unique design of the logo  
49 on a prominent downtown storefront necessitates such a referral in this case.

50 It should be noted that there is nothing in the code that would specifically prohibit a logo  
51 like what is proposed. CMC Section 17.58.070.C states that, “For sculptures, statues,  
52 mosaics, murals and similar decorative depictions that do not contain a name, logo,  
53 image or symbol related to a business, their design shall complement the architectural  
54 character of the building and adjoining structures.” However, as the applicant states that  
55 the proposed design is Susie’s current logo, this provision may not apply.

56 In order to maintain and enhance Calistoga’s small-town character and the urban  
57 design quality of the downtown, development in the DC: Downtown Commercial Zoning  
58 District is to be guided by relevant policies of the General Plan’s Community Identity  
59 Element and the character areas, gateways and entry corridors of the Land Use  
60 Element.

### 61 Calistoga General Plan

62 The Community Identity Element of the General Plan states that “attention to urban  
63 design criteria can help ensure that future development fits within the existing built  
64 environment and permit the continued growth of Calistoga in a manner which maintains  
65 its existing small-town atmosphere. Landscaping, signage, traffic and noise all play a  
66 key role in enhancing the quality of life.”

67 The subject property is located in the Downtown Character Area’s Historic District. The  
68 Historic District is intended to clearly define Calistoga’s community heritage of a small  
69 town lined with pedestrian oriented shopping and services for visitors. One of the  
70 objectives of the Historic District is that, “All development within the Historic District shall  
71 respect and draw inspiration from the architectural language of the Historic District.”  
72 Similarly, the architecture in the Historic District should reflect traditional storefront  
73 building designs along Lincoln Avenue. The building at 1365 Lincoln, having been built  
74 in 1925, is designated in the General Plan as one of the Primary Historic Resources  
75 within the City.

76 At issue is whether the proposed signage is in accordance with the various policies of  
77 the General Plan and Urban Design Plan, as well as the Zoning Ordinance.

78 **RECOMMENDATION**

79 Staff recommends that the Planning Commission discuss the proposed sign design and  
80 either approve, approve with conditions, or decline to approve.

**ATTACHMENTS**

1. Application Materials



will not be on opening → **CALISTOGA, CALIFORNIA**



will not be on opening → **CALISTOGA, CALIFORNIA**



We are proposing to paint our current logo (attached) on to our newly installed awning. Our logo has been designed with a nostalgic feel to represent the time period from which Susie's originated. The dimensions, which are also noted on attached rendering of logo, are 36" high x 42" wide. The "Calistoga, California" will not be painted on the awning as I hope people know where they are as they walk by. We believe when completed, the new logo and awning will be a huge improvement over the homemade awning structure that previously occupied the sidewalk. We look forward to working with the city in this matter for the improvement of our community.